Request for Proposal (RFP)

Consultancy Support for Designing Communications Materials

# Project Background

## 1.1 Introduction

PRABRIDDHI is a Local Economic Development (LED) project, funded by Switzerland and the Government of Bangladesh, co-implemented by the Local Government Division (LGD) and Swisscontact. The Inception phase of PRABRIDDHI came to a successful end by August 2020. Phase 2 of the project started in September 2020 for a period of five years. This phase focuses on further development of the LED approach in participating municipalities, capacity building of and peer learning among stakeholders, and an anchoring of the approach on national level. Throughout the current phase, the project will expand to six to eight new municipalities. Shibganj, Jashore, Bogura, and Bhairab are the four municipalities where the project is now being implemented. By the first quarter (Q1) of 2023, PRABRIDDHI intends to begin implementation in two to three new municipalities.

## 1.2 Approach

The LED program’s aim is to create a Business Enabling Environment and support better services for key actors by the municipalities and key stakeholders. A “territorial change management initiative” will be induced to foster Local Economic Development. The programme supports the municipalities and local businesses to create a common platform and processes for identifying the key blockages for business growth which impacts wealth generation and employment creation. At this moment, multiple projects, and investments (financed by GOB as well as Development partners) are focusing on the evolvement of municipalities and to improve the infrastructure at the municipal level. The LED program complements these investments by utilizing resources, both physical and administrative, for the planned activities for business growth. PRABRIDDHI supports municipalities and local business associations to identify key activities for business growth, and design sub-projects, while synergies are made with other initiatives of the government or development partners. The program also supports through partnership to reduce the risks associated with piloting new business and growth strategies that create economic opportunities for the poor.

In order to increase visibility and awareness of PRABRIDDHI, the project currently requires the expertise of a communications consultant/firm to design high quality communication materials.

# Objectives

The objective of the assignment is to design the following communication materials based on the communication and visibility guidelines of the project and donor:

1. Brochure – A project brochure briefly explaining PRABRIDDHI’s background, approach, goals, key essential components and highlights of intervention activities.

1. Leaflet 1 – One page leaflet displaying the key drivers of PRABRIDDHI. One of the most important components of the project are the drivers that contribute substantially to the project. The leaflet should explain what the drivers are and how they contribute to achieving the project’s goals

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1. Leaflet 2 – A leaflet not exceeding two pages explaining the co-financing approach of PRABRIDDHI. The purpose of this leaflet is to provide stakeholders with clear and necessary information on the project’s purpose, process and conditions on co-financing.

1. Paper folder – Standard paper file folder with front and back designs.
2. Notepad – Paper notepad with front and back designs.

# Target Audience

The target audience of the materials are primarily the local and national level government stakeholders including members of the project’s partner-municipalities, as well as the project’s current and prospective private sector partners.

# Roles and responsibilities

The consultant/firm will be responsible for the following tasks:

* Receive and understand communications and visibility guidelines from project personnel;
* Submit work plan/timeline;
* Design the communication materials required under this assignment;
* Collaborate with project personnel for feedback and finalisation;
* Provide the printable version of the materials;
* Provide the accurate specifications for printing;
* Provide both Bangla and English versions of the final designs;

PRABRIDDHI will provide samples, content (text, graphs, photos) and overall guideline on communications, branding and logo placement.

# Deliverables and Timeline

The consultant should submit the soft copies of the printable versions in PDF and vector formats (EPS or AI) of the 5 items: brochure, two leaflets, paper folder and notepad. **All final deliverables must be submitted by 20th February 2023.**

# Selection Criteria

While the exact set of criteria will usually vary based on the nature of the assignment, the following criteria are generally applicable for evaluation of the potential consultancy firm:

* Understanding of the assignment.
* Professional capacity to carry out the assignment (relevant skills, knowledge, and experience in similar projects).
* Quality of samples shared of similar work delivered.
* Experience of working with Swisscontact or similar donor funded projects.
* Value for money.

# Reporting Structure

The consultant will report to the Manager-MRM & Knowledge Management of the project.

# Required Documentation

It is mandatory for bidding organisations to submit documentary evidence demonstrating their competency, legal, taxation and financial status. This includes:

* Samples of previous work
* A certificate of incorporation (for individual companies, a trade license);
* Joint stock registration certificate (if applicable)
* An organisational organogram of key personnel, inclusive of the names of such personnel;
* Tax Identification Number (TIN);
* VAT registration number;
* Proof of a segregated account (providing the name and address of such an account);
* Other valid papers (Provided by Government institutions)
* The vendor has to bear all Annual Income tax (AIT)
* Percentage of VAT and total amount of VAT should be mentioned in the proposal.
* Financial offer should be sent in a separate envelope

# Profile of the consultant/firm

PRABRIDDHI is looking for a consultant/firm having the following qualifications:

* Previous experiences, **demonstrated through samples of previous work**. Must have experience in designing high quality communications materials targeting donor agencies, representatives of public and private sector working both on national and local levels.
* Expertise and proven experience in graphic designing.
* Understanding of the local context of Bangladesh.

# Submission Details

Interested consultant/firms should submit their technical and financial proposals, samples of work and other necessary documents as both soft and hard (financial and technical proposals in two separate envelopes) copies by **2nd February 2023, 5:00PM**. **The soft copies should be sent to** [bd.prabriddhi@swisscontact.org](mailto:bd.prabriddhi@swisscontact.org)  **and the hard copies to below address: PRABRIDDHI, Local Economic Development (LED). House 28, Road 43, Gulshan 2, Dhaka 1212**